

# EQUILIBRI

1/2015

RIVISTA PER LO SVILUPPO SOSTENIBILE

Al lettore 5

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La notizia è apparsa a inizio d'anno su tutti i giornali nazionali mentre veniva chiuso questo numero di «Equilibri»: la *sharing economy*, nella sua versione di condivisione di risorse fisiche (bici e auto), è entrata nel paniere ISTAT dei beni e servizi rappresentativi dei consumi effettivi delle famiglie. La composizione del paniere registra ciò che permane e ciò che muta negli stili di vita degli italiani. Non si tratta dei consumi di tendenza, bensì di quelli consolidati.

Abbiamo accolto la notizia come beneaugurante sia per il progetto «SharExpo: Milano città condivisa per Expo 2015», in cui la Fondazione ENI Enrico Mattei è impegnata, sia per questo numero della rivista, che raccoglie i contributi di diversi operatori e studiosi della *sharing economy* del nostro paese.

Quest'espressione copre un'ampia area di pratiche e di servizi. Esaminandone uno, a titolo d'esempio, possiamo identificare le caratteristiche che costituiscono i tratti essenziali di questo nuovo modo di produrre i servizi e di fruirne.

L'auto condivisa, per viaggi extraurbani non solo nazionali – per quelli in città ci sono altre soluzioni specifiche –, è una pratica che sta diventando molto familiare. Essa è *economica* (si suddividono le spese), *ecologica* (si consuma meno energia) e *favorisce la convivialità* (si conoscono persone nuove, si parla, s'interagisce, si possono creare nuovi legami), ma affinché l'incontro tra la domanda e l'offerta si realizzi è necessaria una *piattaforma tecnologica* – un sito oppure un'app – su internet.

Si condividono beni (auto, abitazione, ma anche competenze ecc.), servizi (co-working, fab-lab ecc.) e perfino denaro (*crowdfunding*), e questa condivisione avviene tra persone (oppure organizzazioni) a livello orizzontale (*peer-to-peer*), dove i confini tra produttore, consumatore e finanziatore tendono a confondersi.

La condivisione non è una novità: il baratto, la banca del tempo, il dono, il prestito, lo scambio casa (con o senza pagamento) c'erano anche prima (e, se ci limitiamo all'esempio precedente, prima c'era l'autostop). Facendo riferimento all'Italia, richiama alla mente tradizioni molto radicate, come il mutualismo, il movimento cooperativo e le imprese sociali. La differenza sta nel fatto che la tecnologia ha ridotto i costi di transazione e ha reso più conveniente e possibile la condivisione di beni e servizi, soprattutto su scala più ampia.

La tecnologia non mette a disposizione solo le piattaforme digitali, ma fornisce anche tutti gli altri supporti (per pagamenti, stoccaggio, trasmissione, visualizzazioni dei dati, localizzazione ecc.). Facilita inoltre l'implementazione di altre forme di collaborazione, in particolare con le amministrazioni comunali, ad esempio per la gestione di banche del tempo o di beni comuni urbani, attraverso la partecipazione di cittadini organizzati in associazioni di quartiere o di strada, e rende così visibile l'entità dell'impresa, e quindi la sua forza «economica».

L'economia condivisa è cresciuta in questi anni di crisi all'insegna di valori quali la solidarietà, la convivialità, il mutuo appoggio, la partecipazione e i suoi animatori sono motivati dal piacere della partecipazione e della socialità e mossi dalla convinzione di poter coniugare «valore economico» e «valore sociale». Per loro non si tratta solo di un modello economico che propone forme di consumo più consapevoli, ma anche di una forma di agire sociale che vuole tornare a legare, dopo la recente crisi, economia e società. Ecco perché non può lasciare indifferenti le imprese, specie quelle il cui sistema valoriale è basato sulla centralità della persona e dell'ambiente circostante, quello in cui opera. Non solo. Il potenziale di crescita dell'economia della condivisione, ancora nella fase iniziale del suo sviluppo, è alto, anche perché la tecnologia non ha ancora dispiegato tutte le sue possibilità ed è abbastanza duttile e versatile da tradurre molte richieste in servizi, cioè in app appropriate.

Come si legge nei contributi pubblicati nel numero, le città, da sempre umane agglomerazioni e sistemi economici, sono il luogo in cui la *sharing economy* può dispiegare la sua offerta di servizi. Durante i mesi dell'Expo gli ospiti della manifestazione, insieme ai cittadini milanesi, sperimenteranno i numerosi servizi di condivisione implementati da vari soggetti e ne verificheranno l'utilità attraverso l'uso. A fine manifestazione «SharExpo» valuterà la riuscita dell'evento e i benefici generati per la città che, grazie a quest'occasione, diventerà un «modello di città condivisa».

Gli articoli contenuti nel numero, oltre a costituire un'attenta riflessione su una modalità economica in continua crescita, presentano un ampio catalogo di beni e servizi «condivisibili». E non manca neppure la spiegazione della doppia traducibilità del termine *sharing*, a seconda che l'accento venga posto sul concetto di *condivisione* o di *collaborazione*, fatta salva la *reciprocità* che appartiene a entrambe.



### DOSSIER: *SHARING ECONOMY*

#### **The Sharing Economy in Italy and in the World, *Ivana Pais and Marta Mainieri***

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The article introduces the concept of the sharing economy: it identifies its characteristic features and key practices. The second part describes the specific aspects of the sharing economy in Italy, starting from the results of a mapping of Italian collaborative platforms. In the last part the authors introduce the concept of the shareable city and discuss the most interesting experiences at national and international level.

**Keywords:** Sharing Economy, Italian Collaborative Platforms, Shareable City

#### **The Role of Technologies, *Anna Puccio and Aldo Pozzoli***

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Digital Technologies are contributing to reshaping our economies and are transforming many aspects of our personal and professional lives. The sharing economy is a key emerging trend creating, developing and delivering innovative business models, services and solutions enabled by technologies, where physical and digital boundaries are blurred and consumers are transformed into prosumers. We can say that in virtually any sector of the sharing economy, services are made possible by digital platforms and ecosystems, designed with the aim to facilitate the matchmaking between demand and supply. Finally, in the near future, we may also see technology sustaining the development of appropriate policies and as the main tool to ensure effective enforcement systems.

**Keywords:** Sharing Economy, Technology

## **The Creation of Value through the Sharing Economy: Evolution of Sustainability?, *Ilaria Lenzi and Ilaria Pais***

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The rise of the sharing economy phenomenon is reshaping the role of business in society. As a consequence of the progressive transformation of stakeholders into solution-holders, the private sector has started to rethink its business in a more horizontal and inclusive way. The article describes how collaboration acts as a key factor in achieving a greater integration between business and sustainability, leading the latter towards a more concrete shared value creation.

**Keywords:** Sharing Economy, Sustainability, Shared Value Creation

## **The Collaborative Services for Cities, *Daniela Selloni***

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In this article the author discusses how the sharing economy is changing the way services are designed, introducing new service models and places in our cities. The contemporary city is characterized by a significant wave of bottom-up activism: in this scenario one significant example is «Creative Citizens», a project generated within the design doctoral programme of Politecnico di Milano. Building upon this applied-research activity, the author aims to better define a new place for co-design and co-production: the «fab-lab of collaborative services».

**Keywords:** Sharing Economy, Collaborative Services, Fab-Lab

## **The Shared City, *April Rinne***

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The sharing economy is experiencing explosive growth around the world and is forcing us to rethink many aspects of our lives. The sharing economy is neither a panacea nor a silver bullet. However, it is an extremely useful, effective tool by which to improve life in cities. It is a new lens by which we

can unlock value in assets all around us. So the better thing to do – for city leaders, resilient communities and wellbeing – is to lean in.

**Keywords:** Sharing Economy, Shared City

### **SharExpo Milano 2015, Giacomo Biraghi and Alvise De Sanctis**

Expo 2015 will attract 20 million visitors, demand will build up a peak for 184 days. Mobility and accommodation are the sectors most affected by tourist afflux. The current offer is preparing to welcome the Big Event, but collaborative services could be a complementary way to respond to the large variety of needs. Milan is the ideal context to introduce a sharing economy system shared by both institutions and citizens: an opportunity for the Milanese to be an active part of the Expo 2015 offer, an opportunity for the tourist who will have customized services, an opportunity for the city administration that will experience this new model in a context of actual peak of demand.

**Keywords:** Sharing Economy, SharExpo, Collaborative Services

### **Social Innovation and the Commons, Christian Iaione**

Can the commons be a lever for innovation? The aim of this article is to discuss the relationship between the commons and economic, institutional and urban innovation. The article focuses on collaboration as a governance strategy to transform cities into collaborative commons and therefore co-cities. The field experiments of Bologna and Mantua are the testing ground for a polycentric approach to urban governance, a model based on collaboration among five actors, public, private, non-profit, knowledge institutions and citizens.

**Keywords:** Commons, Social Innovation, Co-cities

### ***Oikonomics and Substantial Economics, Geminello Alvi***

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It is difficult to unravel economic meanings when the aim is to find their communitarian or moral intent. Perroux's gift economy or the Olivetti case could serve as a reference, but their success was short-lived. Reasoning on the philological origin of the words «economy» and «sharing of goods» could help to understand how subtle these meanings can be.

**Keywords:** Oikonomics, Substantial Economics

## **IMPORTANT INTERVIEW**

### ***A Coral Hem. Conversation with Anne Hogget and Terry Hughes, Roberta Giacconi***

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In the last thirty years, the Great Barrier Reef has lost about half of its coral cover. Every year the situation in the reef worsens. Corals are increasingly vulnerable, they bleach and lose their colours. They are not able to recover from cyclones as they used to be. In order to gain a better understanding, we talked to two experts: Professor Terry Hughes, director of the Australian Research Council Centre of Excellence for Coral Reef Studies, and Dr. Anne Hoggett, who has been living for 24 years in a tropical island in Australia, as the director of the Lizard Island Research Station. They will explain if the time has come to start writing the obituary for one of the most famous natural wonders of the world.

**Keywords:** Coral Reef

## ECONOMY & SOCIETY

### **Growth Inequality and Poverty Reduction in Africa, *Francisco H.G. Ferreira***

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After two «lost decades» from the mid-1970s to the mid-1990s, Africa's economic growth has resumed in the last twenty years. In the last decade in particular (i.e. between 2003-2014), GDP growth in the region has averaged 5.1%, making it the second fastest-growing region in the world, after East Asia. Yet, with approximately 49% of Africans still living below \$ 1.25 per person per day, this growth is not translating into poverty reduction as effectively as anyone would like. Francisco Ferreira investigates possible reasons for the «broken link» between Africa's growth and poverty reduction, exploring demographic factors, the sector composition of the growth process, the role of natural resources and conflict, and the importance of inequality. Possible policy directions to harness the power of growth for faster poverty reduction are also discussed.

**Keywords:** Growth Inequality, Poverty Reduction, Africa

## GEO & POLITICS

### **A World without Order, *Antonio Pilati***

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Technological revolutions speed up time – even in the political sphere. The end of the balance between opposite blocks, once restrained by nuclear deterrence, and the change of strategic paradigms induced by the digital revolution, have caused intellectual trauma and bewilderment that prevent the return of order on a large scale. The United States no longer think of the world in terms of balances between powers. The relationships among states are flat: the United States are concentrated on themselves and their

national objectives have become their sole measure of action. Europe condemns itself to political insignificance and the idea of a world order elaborated by the Western world is irrelevant to the new emerging powers.

**Keywords:** World Order, Technological Revolution

### **European Energy Policy: Historical Evolution and Future Prospects, *Simone Tagliapietra***

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This article explores the past trends and future prospects of the EU energy policy, with the aim to assess the potential role of a new «EU Energy Union». As a matter of fact, after the 2014 Ukraine crisis a new momentum has emerged in the EU about the need of creating a truly European energy policy. This article argues that the EU should seize this historical opportunity to substantially advance its energy policy, particularly focusing on security of energy supply.

**Keywords:** European Energy Policy, Security of Energy Supply

### **Independentism and Nationalisms in Europe, *Luca Bisaschi***

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The Scottish Independence Referendum of September 2014 and the symbolic Catalan consultation have focused attention on the issue of European independentism. Long forgotten due to the European integration process, local independentism explodes once more fueled by the economic crunch. This short article examines four European nationalisms that share some similarities: the Basque Countries and Northern Ireland share a tragic violent background, while Catalan and Scottish nationalisms have always aimed at peaceful and democratic solutions of controversies.

**Keywords:** Independentism, Nationalism, Europe

### ***Austerity and Human Rights, Maria Virginia Bras Gomes. Interview by Giovanni Venegoni***

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In March Italy will start the meetings with the Committee on Economic, Social and Cultural Rights in Geneva. In front of the Committee, the representatives selected by the government will have to discuss austerity policies and commitments for the respect of the economic, social and cultural rights of Italian citizens. *Equilibri* interviews Maria Virginia Bras Gomes, Portuguese member of the Committee since 2003.

**Keywords:** Austerity, Human Rights

### ***Anthropologists against Ebola, Alessandra Favazzo***

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In this ebola epidemic in West Africa, foreign aid workers, doctors and health teams have met significant resistance to treatment and prevention measures from some of the affected communities. Many local people, suspicious and fearful, have refused to go to treatment centers or turn over bodies for safe burial and some communities have prohibited the entry of doctors and health teams. Medical teams are involving anthropologists to understand the cultural context and local traditions to fight the virus.

**Keywords:** Ebola Epidemic, Anthropology

## **SURPLUS**

### ***From the Masses to the War. Conversation with Enzo Rutigliano, Pasquale Alferj***

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The conversation starts with the correspondence between Enzo Rutigliano and famous author Elias Canetti, on his volume *Masses and Power*

which has been long considered a classic of sociology. The conversation focuses on the need of a «critical sociology» and on the relationship between masses and collective movements and, finally, on the war.

**Keywords:** Masses, Power, Collective Movements

### **You will Be Reborn in the Land of the Fathers, *Claudia Sonino***

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The article focuses on «Ritual Murder in Hungary» (1913), the theatrical drama authored by Jewish German writer Arnold Zweig. It highlights the dramatic dimension of the unfair and infamous blood libel. Main character of the drama is Moritz Scharf, unfairly charged of ritual murder in Hungary. The drama, however, suggests that redemption and a Messianic hope of spiritual, mystic and mythical rebirth of the young man is possible in Palestine, land of the fathers.

**Keywords:** Arnold Zweig, Ritual Murder

### **The Rest of the Land. Sabbatical Year in Israel, *Enrico Lucca***

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The article discusses the notion of the sabbatical year. It identifies its biblical and rabbinical origin, and analyses its meaning in a lay state of Jewish inspiration such as Israel. Problems and conflicts between religion and politics emerge, but also the opportunity to rethink the economy in a different and sustainable way, the relationship with the Other and with the land.

**Keywords:** Israel, Sabbatical Year

### **Faith and the Sword, *Michela Fontana***

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The article describes the lives of women in Saudi Arabia, an Islamic Wahhabi state. The author has lived for three years in Riyadh, and she has in-

interviewed women belonging to different social classes. The strongest push towards modernization in a slowly evolving society comes from the female population. The article is an excerpt of a forthcoming book.

**Keywords:** Saudi Arabia, Female Population, Modernization

## LETTER TO «EQUILIBRI»

### From Lima to Paris: Ingredients for the 2015 Climate Deal, *Elisa Calliari*

The next UNFCCC Conference of the Parties (COP 21), to be held in Paris from 30 November to 11 December 2015, is expected to deliver a new global climate deal to be implemented after 2020. Taking stock of the results of the recently concluded COP 20, the article explores some key issues left unanswered by the Lima event and mainly concerning the architecture of the future agreement. These include the legal nature of the deal, the way *Intended Nationally Determined Contribution* (INDC) will be anchored to it and if (and how) adaptation efforts will be given equal relevance compared to mitigation. A crucial, but likely to be neglected, issue also concerns the same democratization of the UNFCCC process, which is needed to make dialogue among policy makers, science and civil society truly constructive and capable to add value to climate talks.

**Keywords:** Lima, Paris, Global Climate Deal

